

Centrica Care Navigators

Marketing Specialist

Marketing and Development - Portage, MI - Full Time

Centrica Care Navigators, Formerly Hospice Care of Southwest Michigan, is seeking an individual to join our growing marketing team! As the **Marketing Specialist**, you will promote our organization's brand and positive public image through written and graphic communication by identifying consumer behavior trends and generating creative ideas for communication methods and pieces. This is a full-time, benefited position working Monday through Friday, 8:00am-5:00pm (with occasional evening and weekend hours) at our corporate office located on Stadium Drive.

Specific responsibilities include:

- Assisting the Chief Officer in the Development of compelling content about Centrica Care Navigators through writing, photography, and photo editing and basic graphic design for use online and print.
- Drafting, formatting, editing, and managing the layout and design of a wide range of communication pieces including mailings, brochures, press releases, advertisements, presentations, event support pieces and newsletters. Acts as lead in production of communication materials, including strategy and timeline development, writing copy, building supporting graphics, coordinating design, producing and distributing finished communications.
- Assisting the Digital Marketing Specialist as needed in the implementation of online marketing campaigns/plans through the agency website and use of social media including Facebook, LinkedIn, Google, etc.
- Producing the agency's community newsletters. Soliciting themes and article topics from staff, writing and editing copy, creating graphic and visual imagery supporting main messages, managing staff input, and ensures timely distribution.
- Planning and executing marketing initiatives to reach the target audience through appropriate channels (blogs, email, print, etc.). Ensuring that all projects are completed as scheduled, within budget while meeting original objectives.
- Updating spreadsheets, databases and other tracking mechanisms with statistical, financial and other relevant information.
- Assisting in the marketing/organization of promotional events and attend events to help facilitate their success.
- Collaborating with agency staff and other professionals to coordinate brand awareness and marketing efforts.
- Developing relationships with local media to create an ongoing flow of news and features to various media.

HOSPICE CARE
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 GLENN ARBOR PLACE
 PALLIATIVE CARE
 ADULT DAY
 GRIEF SUPPORT
 JOURNEYS

7100 Stadium Drive
 Kalamazoo, MI
 49009
 269.345.0273
 CentricaCare.org



- Participating, as needed, public relations and community activities to promote Centrica Care Navigators. Providing information to individuals and community groups about the agency.

Position requirements include:

- A Bachelor's Degree in Journalism, Communications, Marketing, Public Relations, or other related field preferred
- Three (3) to five (5) years' experience in a marketing or advertising position
- Well versed in specialized marketing concepts and tactics with demonstrated experience in the use of social media for marketing purposes, experience in the measurement and analysis of web traffic and social media metrics, ability to successfully conduct market research.
- Previous project management experience required along with a proven track record of meeting deadlines.
- Proficiency in Microsoft Office Suite, along with previous experience with Adobe Creative Suite preferred.
- Maintains a valid Michigan driver's license and has the availability of a reliable, licensed and insured vehicle for use on the job, vehicle must be insured in accordance with the State of Michigan.
- Remains up-to-date on all routine immunizations required by LARA and agency policy. Must be fully vaccinated against COVID-19.

Some of the benefits you'll enjoy:

- Competitive pay
- Generous PTO allowance
- BCBS PPO Medical
- Dental
- Vision
- 403(b) retirement plan with company match
- Employee Assistance Program

Centrica™ Care Navigators is a trusted community partner and a respected non-profit, free-standing, state licensed organization serving the Kalamazoo and surrounding counties since 1981. We are committed to providing high quality, compassionate care for people coping with illness, aging, dying, and loss. We are an equal opportunity employer that provides rewarding work opportunities and the chance to make a real difference in your community. Centrica™ Care Navigators participates in the E-Verify program.

Apply at <https://centricacare.org/careers/>

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